



Mike Del Rosso

Content Marketing Director

Comms strategy begins with your story. From your story flows everything—social media presence, website, email marketing, paid placements and ultimately how others reference you on their digital properties. Mike Del Rosso is a writer and reporter who's gained the technical expertise to tell your brand story in the noisy digital space we call "the internet," in a clear and concise fashion that will stand out from all the rest.

Contact

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Address

605 Center Ave, Martinez,
CA

Education

2009

M.A. in Multimedia Journalism

Emerson College – Boston, Mass.

2004

B.A. in Philosophy

Stonehill College – Easton, Mass.

Expertise

- SEO
- Marketing Analytics
- Web development
- Storytelling
- Paid search/social media
- Comms strategy

Well-versed in:

CRMs (e.g. HubSpot & Salesforce),
Google Analytics, Google Search
Console, Keyword Planner, Data
Studio, Excel, Wordpress, Premiere
Pro, Photoshop & Adobe Analytics

Experience

2021 - 2023

Inkhouse Strategic Communications | San Francisco, CA

Content Marketing Director

- **SEO content mapping** and **keyword research**
- **Web marketing analytics** for campaign ROI and trend forecasting
- **Multimedia development**—web copy, podcasts, video, graphical components within Adobe Design Suite
- **Built analytics dashboards** and monitored for frequent reporting to clients
- Performed **engagement reporting** to clue clients into KPIs—form fills and other key conversions, downloads, scroll tracking and any other web activity that contributed to their primary business goals

2015 - 2021

GCP Applied Technologies | Atlanta, GA

Content + Analytics Manager

- Adept at **Google Analytics/Looker Data Studio** for deep web data dives
- Well-versed in **digital marketing campaigns** across SEO, inbound/outbound content development, and setting analytics goals
- Developed their digital briefcase, gcpat.com/briefcase
- **Elevated GCP to the top page of Google** for the term "concrete admixture," by leveraging best practices in SEO tactics, complete with **regular reporting up to leadership**, via web performance dashboards and decks
- **Copy edited** GCP's content marketing engine, *Applied Knowledge*, which had a monthly readership of 60,000+

2011 - 2015

Independent Web Development Contractor | Boston, MA

Web Marketing Specialist

- **Web content writing**, infused with keyword research and SEO best practices
- Conducted web development for top-tier clients like the **New England Patriots**, Perkins School for the Blind, Dana Farber, F1 Racing and **Time Warner**
- Clips available on delodell.com/professional-clips

Reference

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